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BIOGRAPHY

Kunjika PRASAI did her Ph.D. in Management (nominated: Best Thesis) from IAE–Aix-Marseille Graduate School of Management. She is also a full-time researcher engaged with CERGAM and has been teaching at IAE since 2017. Prasai has taught and continues to teach on a variety of themes under Business Ethics, Sustainable Development, CSR, Strategy, and Marketing at IAE. However, she particularly specialises on Strategy, Sustainable Development, and Sustainable Consumption. Prasai comes from a diverse professional background in the management arena. She has worked under and managed Corporate Affairs, Business Development & Marketing, Social Marketing, Editorial Contributions, Chamber of Commerce, and Freelance Consulting for several businesses, media/publishing, and NGOs primarily in Nepal (e.g. London Chamber of Commerce) and in the UK (e.g. Save the Children UK) for 7 years before getting into academia in 2016 (Other countries of experience: India, Pakistan, Dubai). In the face of exceeding planetary boundaries, she strives for the establishment of responsible organisations powered by sustainable visions and a consumption-based view. Her research line of enquiry deal with nascent but urgently crucial questions such as “How can the improved understanding of the consumption dynamics within firms redefine true corporate sustainability?” Prasai has seen one of her papers on “Towards a scientific approach to sustainability: The overconsumption theory of the firm” awarded the Best Paper by the Academy of Management Proceedings (2020). She is also a regularly visiting lecturer at Kedge and Montpellier Business School.

EDUCATION

2022: PhD in Management (*‘Best thesis’* nominee), Aix-Marseille Université - IAE

Specialisation: Strategy & Sustainable Development | Supervisor: Pr. Emmanuelle Reynaud
Merit-based scholarship: Contract doctoral

2017: Master Research (15/20), Aix-Marseille Université – IAE

Specialisation: Strategy & Human Resource

2013: Master of Art (*Distinction*), Coventry University

Dual mode: Dissertation *with* internship placement (Competitive student placement by interview with Save the Children UK)

Merit-based scholarship: Top 5% (One of the only two student *Distinction* honoree)

2011: Bachelor of Business Administration (3.31/4 CGPA), Little Angels’ College of Management

Specialisation: Marketing | Dual mode: Dissertation *with* internship placement (MaxPro Pvt. Ltd)

Merit-based scholarship: Top 10% (Class Topper 4th year, 2nd semester; “Young Achiever” award)

Foreign languages (mentioned with an X)

Language	Read	Speak	Written
ENGLISH (native)	X	X	X
NEPALI (native)	X	X	X
HINDI	X	X	X
FRENCH	X	X	X
URDU		X	
NEWARI	X	X	

PROFESSIONAL EXPERIENCE

2016: *Independent Consultant* – Freelance, Nepal

2014-2016: *Contributing Editor* – The Himalayan Times, Perspectives, Nepal

2014-2016: *Business Development/Marketing Manager* – Couselage, Cello Centre, Travelage, and, Shikshalaya Kindergarten, Nepal

2013-2014: *Fundraiser* – Home Fundraising, UK

2013: *Marketing & Promotions Intern* – Save the Children, UK

2011-2012: *Promotions & PR Coordinator* – ECS Media, Nepal

2011: *Corporate Affairs Division Intern* – MaxPro Social Marketing & Communication Services, Nepal

2014-2016: *Contributing Editor* – The Himalayan Times, Perspectives, Nepal

ACADEMIC ACTIVITIES

Courses currently given at Aix Marseille Graduate School of Management – IAE

Business Ethics (EMBA)

Organisational strategy (Executive Bachelor)

CSR & Strategy (Master); CSR & Marketing (Master); CSR, Consumption & Marketing (Master)

Consumer Behaviour (Master)

Business Simulation (Executive Bachelor)

Speed Workshop (Master)

Other courses

Business & Society (PGE)

International Passport (IBBA)

Management in Cross Cultural Context (IBBA)

Past academic positions

2022: Course Leader, Lecturer – Montpellier Business School

2022: Lecturer – Kedge Business School

2017-2022: Lecturer – IAE Aix Marseille Graduate School of Management

2021-2022: Invigilator Tage/Mage – FNEGE

2022: Course Leader, Lecturer – Montpellier Business School

2017-2021: Full-time Academic Researcher – CERAM

2014: Skills Mentor – London Chamber of Commerce & Industry, Nepal

2009-2010: Teacher's Assistant – Wendy House School, Nepal

SCIENTIFIC ACTIVITIES

Research areas/interest

Sustainable development, Sustainable production and consumption, Overconsumption, Business ethics, Organizational strategy, Organizations and natural environment, Sensemaking, Corporate social responsibility (CSR), Creation of shared value (CSV), Organizational behaviour

Research award

Article awarded *Best Paper* with financial reward and published in the *Academy of Management Proceedings* Jul 2020

Abridged publication

(This is not a conference publication)

Best Paper awarded with financial compensation. Article published in the Academy of Management Proceedings, Vancouver.

- Prasai, K., & Reynaud, E. (2020). Towards a scientific approach to sustainability: The overconsumption theory of the firm. In *Academy of Management Proceedings* (Vol. 2020, No. 1, p. 17265). Briarcliff Manor, NY 10510: Academy of Management.

Book chapter

(Ongoing for April 2024)

- Title: Sustainability, Climate change and Net zero and Enterprise
Publication: Emerald Publishing, UK

Work in progress

(2023-2025)

- Towards understanding the corporate management of overconsumption with the application of the sensemaking view | To be submitted to: *Business Ethics Quarterly*
- The corporate process of sensemaking for the management of overconsumption within organisations: An in-depth study of three cross-cultural cases. Towards analysing the relationship between sensemaking success or failure and the corporate management of overconsumption | Status: Article under preparation

National and international conferences and seminars and invited representations

- "Call for posters CSR research popularisation". Research representative, IAE-Aix-Marseille Graduate School of Management, Aix-en-Provence, France, 30 May 2022
- "The importance of sustainability in our lives" Webinar. Guest speaker (streamed live September 18, 2021). YouTube.
https://www.youtube.com/watch?v=DPCp1a_j50k&list=PL0cojVTv290qOBSYPenKTQf7WPdLyHg01&index=1
- "Could organisations become sustainable consumers? Achieving corporate sustainability with the institutionalisation of overconsumption within firms". Research Representative, IAE-Aix-Marseille Graduate School of Management, Aix-en-Provence, France, 27 May 2021
- "Could organisations become sustainable consumers? The consumption lens". Research Representative, IAE-Aix-Marseille Graduate School of Management, Aix-en-Provence, France, 18 September 2020
- "Towards a scientific approach to sustainability: The overconsumption theory of the firm". Kunjika Prasai & Emmanuelle Reynaud, 80th Annual Meeting of the Academy of Management, Vancouver, British Columbia, 7-11 Août 2020. Best Paper awarded with financial compensation. Article published in the *Academy of Management Proceedings, Vancouver*.
- "Too chained to the rhythm ? The consumption theory of the firm". Research Representative, IAE-Aix-Marseille Graduate School of Management, Aix-en-Provence, France 6 November 2019
- "Too chained to the rhythm ? The consumption theory of the firm". Kunjika PRASAI & Emmanuelle REYNAUD, 26th International Vincentian Business Ethics Conference, Sub-theme – Ethics & Capitalism, Dublin, Ireland, October 2019
- "TruCost – S&P Global : Discovering Business Value in the Sustainable Development Goals", Webinaire, 5 Novembre, 2018
- The ORBIS business directory, FEG, Aix en Provence, France, February 2017

IMPACTS & OTHERS

Qualification for the function of Assistant Professor (Maître de conférences) in 6th section since February 2023

En-ROADS CLIMATE AMBASSADOR since Mar 2021, Climate Interactive, MIT

Other conferences, seminars and invited representations

- “Sustainable Development 101: En-ROADS Simulation Workshop”. Lecturer, Montpellier Business School, Montpellier, France
 - o 12 May 2022; 18 February 2022; 19-21 January 2022
- “Sustainable Development 101: En-ROADS Climate Workshop”. Guest Lecturer, Wendy House School, Katmandou, Népal
 - o 5 February 2021; 19 February 2021
- “The Masters Research Experience”. Alumni Representative, IAE–Aix-Marseille Graduate School of Management, Aix-en-Provence, France, 20 Avril 2021
- “Mastering En-ROADS” : MIT Management Sustainability Initiative & Climate Interactive, Training Series, Décembre 2020 - Janvier 2021
- “Entrepreneurship & sustainable developments in trying times : Pandemic Edition: COVID19”. Conférencière Invitée, Sardar Bahadur Khan University, Pakistan, 10 Août 2020
- “Saving the Food System”. Workshop Facilitator and Research Representative, Aix-Marseille Graduate School of Management–IAE, Aix-en-Provence, France, 12 November, 2018

Other collective scientific/pedagogical functions

- **2022-2023:** Supervisor: MSc student theses. *International Business, IAE*
- **2019-2020:** Reviewer for the *Academy of Management*
- **2017-2019:** Editorial Committee – *La lettre du CERGAM*
- **2017:** Co-Organizer – *28th AGRH Conference, IMPGT, France*
- **2014:** Mentor at student/professional development conferences in various colleges/event venues in *Nepal*
- **2010:** Counselling & Orientation Mentor – *Little Angels’ College of Management, Nepal*

Tools

Office: Word, Excel, PowerPoint, Adobe Acrobat, Open Office

Methodological: NVivo, SPSS, IRAMUTEQ